

The Ellsworth Store

The Fashion Trend is Emphatically Fur-ward

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This is a Fur Season

In Millinery—Winter Hats certainly show that the Fashion Trend is Fur-ward.

The Touch of Fur is to be seen on every hand among Winter Hats. Sometimes it's a Wee Bit of Fur around the Extreme Edge and again it will be Close Around the Crown. But, whatever the Fur Touch it is Effective—and Emphatically Shows the Tendency.

Ellsworth Hats for Winter are Attuned to to the Season's Trend—indeed yes. Fur Trimmed Hats at Various and Varied Prices—all low, quality considered.



This Year Fur Completely Dominates the Fashion Field.

Not in Years, if ever, have Furs been so Emphatically Fashionable and Never has there been such a season for Fur Trimming, and in Millinery, well, almost every Winter Hat shows a Touch of Fur.

The Fur Wave has swept everything. It started in Paris—back in August Furs were being worn and the Costume or the Hat that was not Fur Trimmed was the Exception, not the Rule. Then the Fur Wave next struck New York and now Fur and Furs are to be seen wherever the Wearers of Smart Clothing Gather.

Because we long ago Realized that the Fur Wave was coming, receiving Authentic Word from Paris, we are Now Prepared with Furs, Fur Trimmings and Fur Trimmed Hats the like of which have never before been shown in South Bend.

Since it became so Clearly Apparent that this was to be such a Great Season for Furs the market has advanced from 25% to 50%, but, in spite of this, prices are low with us. You see we got in ahead—as usual—bought when Furs and Fur Trimmings were Lowest and Now You get the Benefit.

Furs—Right here we're going to have Our Say about Furs. Point the First: Never have we been Better Prepared in Furs. Point the Second: Ellsworth Furs stand Close Scrutiny and Long Wear. Point the Third: Ellsworth Furs are Decidedly Worth Seeing and Decidedly Worth the Money—always. Point the Fourth: Seeing is Believing.

Now, saying that we are Well Prepared in a Fur Season is Glitteringly General, but we're not going to stop with that. Just to give a Fair Idea of how Well Prepared we are following is a List. It's Rather Long, and Remember we have Fur Sets in Each and Every Fur. Look at the List:

Coney Mole, Kit Coney, Black Coney, Sable Coney, Marmot, Black Opossum, Sable Opossum, Natural Raccoon, Black Raccoon, Civet Cat, Blended Squirrel, Skunk, Japan Mink, American Mink, Scottish Mole, Near Seal, Hudson Seal, Irish Fox, Sable Fox, Black Fox, Pointed Fox, Cross Fox, Isabella Fox, Red Fox, White Fox, Patagonia Fox, Ermine and Hudson Seal, Civet and Hudson Seal Sets.

Near Seal, Hudson Seal, Natural Pony, Black Pony and Persian Lamb Coats.

The Range of Prices, with stops all along the way, would make a List Quite as Long.



Fur Trimmings—With Fur Trimmings so much in demand, it is not surprising that Prices are Shooting Upward, generally—but Not With Us. We were as Forehanded in Trimmings as in Fur Sets—and so we're now Well Stocked to meet the Increased and Increasing Demand—at Low Prices.

Here's the Price List:

- ½ inch and 1 inch Fitch, **\$3.50** and **\$4.00** per yard.
- ½ inch and 1 inch Mole, **\$2.00** and **\$2.25** per yard.
- ½ inch Mole Coney, **\$1.50** per yard.
- 1 inch Dark Marmot, **75c** per yard.
- 1 inch Natural Skunk, **\$4.00** per yard.
- 1 inch Skunk Opossum, **\$1.50** per yard.
- 1 inch Civet Cat, **\$2.25** per yard.
- 1 inch and 2 inch Genette, **\$1.75** and **\$6.00** per yard.
- 1¾ inch Black Pony, **\$1.25** per yard.
- 1 inch White Coney, **75c** per yard.
- 2 inch Imitation Ermine, **\$2.00** per yard.
- 1 inch Black Coney, **50c** per yard.

Furs For Children

As is always the case, the Fashion Trend in Wear for Grown Ups is Apparent in Children's Wear. This Season it's Fur and Furs—it being Such a Fur Season.

And, in Children's Furs we're Ready, Decidedly Ready. Following are the Details:

Furs for all ages from 2 to 14 years.

Iceland Fox Sets **\$5.00**. White Coney Ermine, small sizes **\$1.95**. Blue Coney Sets **\$2.25**. Brook Mink Sets **\$7.95**. Angora Sets **\$1.50**. Mole Sets, Ermine trimmed **\$10.00** and **\$15.00**. Pointed Fox Sets **\$10.00**. Natural Squirrel Sets **\$4.50**. Weazel Sets **\$13.50**. White Ermine Sets, mole trimmed **\$15.00**.

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"THE BRIGHTEST SPOT IN TOWN"